

Message Text

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DRAFTED BY NEA/EGY:HFMATTHEWS:CFE

APPROVED BY THE SECRETARY

NEA: MR. ATHERTON

S/S: REWOODS

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FM SECSTATE WASHDC

TO AMEMBASSY CAIRO IMMEDIATE

S E C R E T STATE 218168

NODIS

E.O. 11652: GDS

TAGS: PFOR, EG, US

SUBJECT: COCA-COLA AND BOYCOTT

REF: CAIRO 9023

FOR THE AMBASSADOR FROM THE SECRETARY

1. PLEASE GO BACK TO FAHMY TO GIVE HIM THE FOLLOWING INFORMATION ABOUT WHAT WE HAVE AND HAVE NOT DONE CONCERNING THE ARAB BOYCOTT. YOU MIGHT BEGIN BY REMINDING FAHMY THAT THREE OR FOUR MONTHS AGO HE COMPLAINED ABOUT FORD HAVING GONE DIRECTLY TO THE EGYPTIAN BOYCOTT OFFICE. HE TOLD ME AT THAT TIME THAT SUCH FIRMS SHOULD COME TO HIM. SHORTLY THEREAFTER COCA-COLA APPROACHED US AND I SAW BOARD CHAIRMAN AUSTIN. IN ACCORDANCE WITH FAHMY'S REQUEST I TOLD HIM HE SHOULD TAKE THE MATTER UP WITH FAHMY. SINCE THEN I HAVE GIVEN NO ADVICE TO ANY AMERICAN FIRMS CONCERNING THE BOYCOTT BUT THEY HAVE OBVIOUSLY BEEN READING STORIES IN THE PRESS TO THE EFFECT THAT NEW OPPORTUNITIES MAY NOW BE OPEN

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FOR THEM TO DO BUSINESS IN EGYPT. I SPECIFICALLY HAVE NOT

TALKED TO COCA-COLA OR TO ANYONE ELSE SINCE THE INTERIM AGREEMENT: FAHMY'S ALLEGATION THAT I SENT SAM AYOUB TO HIM IS COMPLETELY WITHOUT FOUNDATION.

2. YOU SHOULD TELL FAHMY RATHER SHARPLY THAT IN THIS MATTER AS WELL AS IN OTHERS HE CAN MAKE HIS POINTS TO US WITHOUT INDULGING IN THREATS. YOU MAY TELL FAHMY THAT WE UNDERSTAND HIS PROBLEMS CONCERNING THE TIMING OF ACTION CONCERNING AMERICAN FIRMS. HOWEVER, HE SHOULD KEEP HIS COOL AND NOT ACT PRECIPITOUSLY WHEN AMERICAN FIRMS MAKE REASONABLE INQUIRIES CONCERNING THE POSSIBILITIES OF DOING BUSINESS IN EGYPT. WE SUGGEST THAT HE NOT TURN THEM OFF COMPLETELY BUT SIMPLY STATE THAT SUCH POSSIBILITIES ARE NOT EXCLUDED WHEN THE PROPER TIME COMES. KISSINGER

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